To: Pat Lundin

Display Blank Request/Approval Form

Brand: PARLIAMENT Promo Start: 7/31/95 Date: 3/15/95

Promotion: BINOCULARS W/ 2 PACK - AUG In NYO: 3/23/95

Deal: 20 DEAL DISPLAY Chrissy 3/22

Back-Up: 100% Smart Kit: ☒ Yes ☐ No

Quantity: ?

POS#: ?

Other Kit Items: POSTER, DANGLER

Direction: Standardized Display? ☒ Yes Display:_____ ☐ No
E-FLUTE COUNTER DISPLAY. LAYOUT: 2 ACROSS X 5 DEEP X 2 HIGH.

PLEASE RETURN ALL PACKAGING SAMPLES WITH DISPLAY BLANK.

Madden Customer Service

☐ Correct product mix fits in display_____CSO Initial/Date

☒ Correct incentive(s) fits in display CAC 3/22 CSO Initial/Date

Header Dimensions: 13 3/4 W x 9 H

Fence and/or Base Dimensions: 3 H x 11 7/8 W

Assembled Dimensions: 13 3/4"W x 21"H x 12 1/2"D

Case or Flat Dimensions: 19 3/8 x 26 5/16 x 1/4" THICK

Philip Morris Approval

Promotions/Brand: [signature] 3/23/95 Initial/Date

Comments/Revisions:_____

Send Blank & Mylar to: (Agency:) Chris Wilson
(Once Approved) (Attn:)

PLEASE HAVE AGENCY RETURN MYLAR WHEN SUBMITTING KEYLINE.

Reg. 4 Promo: ☐ Send 1 complete blank to Lanny Kosco at Precon

Please make sure original copy remains affixed to blank. After approval, please make two copies, one for your file, the other send to Deanna.

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